

Social Media Strategy Infographic

Visual.ly have this cool infographic which helps you understand the elements that go into creating your social media marketing strategy. As you can see there is a lot to building your strategy. The interests of my audience are primarily technology, marketing [automatic instagram likes](#) and entrepreneurship and that makes perfect sense. My whole focus is technology marketing for social media and we help a lot of entrepreneurs. Based on this audience breakdown, I've decided to do some more entrepreneurship-type content, because my audience will be interested in this and I'm happy to attract entrepreneurs. This tool also shows you the location of your followers and the accounts your followers also follow. If they are not in the same region as you, or are not competitors, then maybe you're attracting the wrong followers. Facebook provides Facebook Insights, which gives some information about your followers, for example where they are from and whether they are male/female. Unfortunately, it doesn't provide you with a breakdown of the profile of your followers. Facebook Knowledge Graph is an advanced-search facility that you can access at the top of your Facebook news feed. Tip: If you don't have Facebook Knowledge Graph enabled, go to your Facebook settings and change your language setting to English (US). Type in the following: Pages liked by people who like This will show you which other Pages your fans typically follow. If you're getting the right type of fans, you can expect to see your competitors in this list and/or very similar Pages. If you don't, then alarm bells should start [ways to get more likes on instagram](#) ringing. When you go to a networking meeting, it's hard to measure its value. Sometimes, that is the case with social media. You can interact, build relationships and increase awareness of your business, but you can't always measure all of that. However, you can measure activity from social media channels back to your website and see what happens as a result of that traffic. To really measure this activity, you need to set up goals.



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Content Marketing

An important part to your social media strategy will be a content marketing strategy. This is a short video from Joe Pulizzi, founder of the Content Marketing Institute, about the importance of a content marketing strategy as part of your overall strategy. [buy fast instagram likes](#) That's why in addition to encouraging marketers to use Instagram and other social networks that don't filter the content consumers see, Elliott says marketers should build social tools on their own site. For example, Sony Corp. worked with social-focused customer relationship management vendor Livefyre Inc. to build a site, GreatnessAwaits.com, focused on its PlayStation 4. The site features official blog posts and exclusive news and content, and collects social posts about the product from about 75,000 brand loyalists. Consumers who visit the site spend four minutes per visit, Forrester says, which suggests the site has contributed to PlayStation 4 outselling its biggest competitor by a nearly two-to-one margin. It makes sense to add social elements to a retail site, Elliott says, because 45% of shoppers say they keep in touch with brands that they like by visiting their web sites, which is more than say visiting their stores (cited by 35%), brand e-mails (29%), loyalty or rewards programs (24%), visiting their Facebook page or Liking their page (16%), using the brand's mobile app (11%), visiting the brand on non-Facebook or Twitter social network (8%), and checking its Twitter account (6%). The Forrester survey respondents could select more than one response. They're not places to build [cheapest instagram likes](#) communities. That's unfortunate, he adds, because an online merchant that builds a relationship with its customers can be extremely valuable; Forrester has found that U.S. online adults who want to stay in touch with a brand are roughly three times more likely to visit a merchant's site than other shoppers.